

MEMA's use of Social Media

Debris Management Conference

December 19, 2012

Agenda

- Introduction
- MEMA's History with Social Media
- MEMA's Social Media Accounts
- How MEMA Uses Social Media
 - Preparedness
 - Response
- Other States Use of Social Media After Sandy

Introduction

- Chris Besse
 - Preparedness Coordinator
 - Massachusetts Emergency Management Agency
 - Christopher.besse@state.ma.us
 - 508-820-2039

MEMA's History with Social Media

- Facebook & Twitter (2010 after Haiti quake)
- Youtube (2012)
- Part of Public Information Officer (PIO)'s job
- Started by pushing information out
 - Severe weather
 - Power outages
 - Safety & preparedness tips

MEMA's Facebook Page



Massachusetts Emergency...

Timeline

Now



Create Page

See Your Ad Here



2,585,731

Build your audience by advertising to friends of people who like your Page.

Get More Likes

Now

November

2012

2011

2010

Joined Facebook



Massachusetts Emergency Management Agency

9,183 likes · 196 talking about this · 103 were here



Government Organization

The Massachusetts Emergency Management Agency (MEMA) is the state agency responsible for coordinating federal, state, local, voluntary and private resources during

About



Photos

9,183

Likes



Ping4alerts! app



Map

3

MEMA's Twitter Account



Home



Connect



Discover



Me



MEMA

@MassEMA

Massachusetts Emergency Management Agency. Not monitored 24/7, for emergencies call 9-1-1. We can't respond to most individual questions due to volume -use211

Framingham, Massachusetts · <http://www.mass.gov/mema>

Edit your profile

1,159 TWEETS

278 FOLLOWING

13,395 FOLLOWERS

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to you



FIREGROUND360° @FIREGROUN...

Follow

Tweets



MEMA @MassEMA

5 Dec

Reminder - traveling thru No. Essex County - today at 12:30pm: a 3-5 minute demo of Seabrook Nuclear Station's sirens. This is a Test!

Expand



MEMA @MassEMA

3 Dec

@CapeAnnGuy They are only required within the 10-mile radius of any nuclear plant.

View conversation



MEMA @MassEMA

3 Dec

MA communities taking part in Seabrook Plant siren demonstration on 12/5: Amesbury, Merrimac, Newbury, Newburyport, Salisbury, West Newbury.

Expand



MEMA @MassEMA

3 Dec

12:30pm on Wed, 12/5: a 3-5 minute audible test of Seabrook

Twitter Feed on MEMA Website

Massachusetts Emergency Management Agency

Our Organization

MEMA Mission

Preparedness

Operations

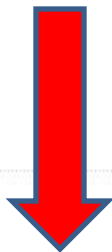
Disaster Recovery and Mitigation

Nuclear Preparedness Department

Planning Dept.

Training and Exercise Unit

SERC



MEMA
MassEMA

MassEMA Reminder - traveling thru No. Essex County - today at 12:30pm: a 3-5 minute demo of Seabrook Nuclear Station's sirens. This is a Test!

6 days ago · reply · retweet · favorite

MassEMA @CapeAnnGuy They are only required within the 10-mile radius of any nuclear plant.

7 days ago · reply · retweet · favorite

MassEMA MA communities taking



Get emergency information on your smartphone

Android and iPhone users: download a free app to receive local emergency and disaster information from the Mass. Emergency Management Agency.

1



Learn More »

Helping After Hurricane Sandy

While Massachusetts was fortunate to be spared from the harshest impacts of Hurricane Sandy, states to our south such as New York and New Jersey were particularly hard hit.

Many individuals and businesses are interested in donating their time, goods, services, and money. FEMA has set up a [webpage](#) detailing ways people can help

Call 2-1-1 for Non-Emergency Assistance



MEMA and the Council of Massachusetts United Ways (COMUW) continue to promote Mass 2-1-1 as the Commonwealth's primary



Kurt N. Schwartz
Director

Welcome to the
Massachusetts
Emergency
Management Agency
(MEMA)



Online Services

Training Registration System

EPA Tier II Information

WebEOC Login

eCEMP (Secure Login)

NIMS

Resource Management System

COSTEP MA

MEMA's Youtube Account



Massachusetts Emergency Manage...



10
subscribers

4,893
video views

Browse videos

Search Channel

Uploads

Feed

Comments

View ▾



MassachusettsEMA uploaded a video 1 month ago



MEMA Director Schwartz PSA about Ping4alerts

214 views

MEMA Director Kurt Schwartz Public Service Announcement about using FREE ping4alerts! app to stay safe in Massachusetts!



MassachusettsEMA uploaded a video 2 months ago



Get emergency information on your smartphone from MEMA using the FREE Ping4alerts! app

4,613 views

Ping4alerts! is a new mobile communications app for alerting the public in emergencies and disasters. Through geofencing technology,



MassachusettsEMA uploaded a video 4 months ago



June 1 2011 Massachusetts Tornado

About Massachusetts Emergency Management Agency (MEMA)

The Massachusetts Emergency Management Agency (MEMA) is the state agency responsible for coordinating federal, state, local, voluntary and private resources during emergencies and disasters in the Commonwealth of Massachusetts.

This account is no...

more ▾



MEMA website



MEMA Twitter



MEMA Facebook

by MassachusettsEMA

Latest Activity

Oct 26, 2012

Location

Framingham, MA

Country

United States

How MEMA Uses for Preparedness

- Share emergency preparedness tips
- “Tip of the day” during Preparedness Month
- Short stories on MEMA activities
- Promote MEMA’s *Ping4alerts* app
- Get people engaged and following MEMA

How MEMA Uses for Response

- Pushing out information
 - Send out safety tips, power outages, etc
 - Keep public informed
 - Reduce media inquiries

How MEMA Uses for Response

- Responding to messages
 - Will try to answer general questions or messages
 - Can't respond to all (disclaimer in profile)
 - Direct people to 2-1-1

How MEMA Uses for Response

- Monitoring
 - Twitter has lots of public information
 - Info feed from accounts MEMA follows
 - [Twitter.com/search](https://twitter.com/search) for keywords (don't need account)
 - Need human filter for important information

MEMA's Use of Social Media during Sandy

- Shared info before, during, and after storm
- Person dedicated to social media & website
- Just-in-time training to staff for 24 hr coverage
- Twitter: 3K new followers (up to 13K) in week
- Facebook: 4K new likes (up to 9K) in week
- Website: 40K views/day during height of storm (normally under 1K/day)

What NY is Posting for Sandy Recovery



NYS DHSES

@NYSDHSES

FOLLOWS YOU

Be Prepared. Be Informed. Sign up for local alerts and notifications at www.NYALERT.gov - it's free!

Albany, NY, USA · <http://dhSES.ny.gov>



Following

1,889 TWEETS

190 FOLLOWING

5,520 FOLLOWERS

Tweet to NYS DHSES

@NYSDHSES

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to NYS DHSES

Tweets



Legal Aid NYC @LegalAidNYC

3h

Legal Aid's Disaster Relief Hotline-888-663-6880 legalaid.org/en/las/mediaan...

Retweeted by NYS DHSES

Expand



Andrew Cuomo @NYGovCuomo

17h

Need help with insurance post-#Sandy? Info for helping you receive benefits that are due to you: nyinsure.ny.gov --> RT

Retweeted by NYS DHSES

Expand



femaregion5 @femaregion5

8 Dec

Holiday gift idea: a snazzy solar-powered portable radio where you can charge your cell phone, get @NOAA weather alerts & stay informed.

Retweeted by NYS DHSES

Expand

What NJ is Posting for Sandy Recovery

	NJ OEM @NJOEM2010 Pet food distribution is available in 4 Locations post.ly/9mV4U View summary	14 Nov
	NJ OEM @NJOEM2010 Visit the New Jersey Housing Resource Center (NJHRC) for Sandy Housing Resources post.ly/9mV1A View summary	14 Nov
	NJ OEM @NJOEM2010 Department of Education Launches Hotline for Families Displaced by Hurricane Sandy post.ly/9mUu8 View summary	14 Nov
	NJ OEM @NJOEM2010 NJ 211 Launches Hurricane Sandy Response and Recovery Guide post.ly/9mUpS View summary	14 Nov
	Dr. Chris Portier @CDC_DrCPortier Flooded homes closed for several days are likely contaminated with #mold. Learn what to do: go.usa.gov/YAUC #Sandy Retweeted by NJ OEM Expand	13 Nov
	Governor Christie @GovChristie There will be state staff at the @FEMA Joint Field Office as we continue to work together to rebuild New Jersey. Retweeted by NJ OEM Expand	13 Nov

Sandy Recovery SM Themes

(From state emergency management)

- Cleanup and Recovery tips
- FEMA Assistance information
 - Phone #'s, DRC locations, deadlines, appeals, FAQ's, etc
 - More IA than PA focused for the “public”
- Infrastructure status (power, water, roads)
- Share partner info (ARC, FEMA, public health)

FEMA Rumor Control

- www.fema.gov/hurricane-sandy-rumor-control
- Monitored social media for incorrect information
- Posted correct information on their website
- Sent social media posts with correct info
- Replied directly to posters of rumors correct info

Stay Connected with MEMA



Mass.gov/MEMA



Twitter.com/MassEMA



Facebook.com/MassachusettsEMA



Youtube.com/MassachusettsEMA